

DOCKET NO.: BELL-0163 / 01330  
Application No.: 10/034,654  
Office Action Dated: December 28, 2004

PATENT



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:  
**Scott R. Swix et al.**

Confirmation No.: 1792

Application No.: 10/034,654

Group Art Unit: 2611

Filing Date: December 26, 2001

Examiner: Bui, Kieu Oanh T

For: **System and Method for Inserting Advertising Content in Broadcast Programming**

**EXPRESS MAIL LABEL NO: EV614722605US**  
**DATE OF DEPOSIT: May 31, 2005**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**AMENDMENTS AND ARGUMENTS IN SUPPORT OF PATENTABILITY OF THE CLAIMS PURSUANT TO 37 CFR § 1.114**

In response to the Official Action dated December 28, 2004, and in connection with the filing herewith of a Request for Continued Examination, reconsideration of the application is respectfully requested in view of the following amendments and arguments in support of patentability of the claims:

- Amendments to the Specification begin on page \_\_\_\_\_ of this paper.**
- Amendments to the Claims are reflected in the listing of the claims which begins on page 2 of this paper.**
- Amendments to the Drawings begin on page \_\_\_\_\_ of this paper and include an attached replacement sheet.**
- Remarks/Arguments begin on page 4 of this paper.**

Page 1 of 7